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# State *of the* City

Address transcript  
July 10, 2013 @ 10am, Reno City Hall

*Mayor:*

This meeting is called to order. Please rise and join our local youth as we say the Pledge of Allegiance.

(Roll Pledge of Allegiance video)

On behalf of the entire City Council, I'd like to welcome everyone to the State of the City. Thank you for being here.

(*Special acknowledgment to other dignitaries in attendance*)

Today, we're going to hear about last year's accomplishments, our financial condition, and exciting new developments that are on the horizon.

We are coming into a new era at the City of Reno.

We can't keep doing things the way we've done them in the past. As we learned from a group of IBM experts, who came here as part of a "Smarter Cities Grant", we have everything we need to succeed. Our community needs to work together, better connect with our university and collaborate to spur economic development and keep our City strong.



We just finished another legislative session and together with our Washoe delegation, the City's staff did a great job getting our bills passed and stopping any unfunded mandates and expenses.

I am very proud to have our City Manager Andrew Clinger working for us. He and his staff produced a balanced budget during these tough times, while still providing the services we all need. He has a great team that thinks "outside of the box".

Before I introduce our City Manager, is there any public comment?

If not, I'd like to introduce our City Manager, Andrew Clinger.

*City Manager, Andrew Clinger:*

Good morning citizens, community leaders, and staff. Thank you for being here or tuning-in today.

This past fiscal year brought some good news to the City of Reno and the citizens we serve. After five years of historic declines, local property values are stabilizing and our economy is showing signs of vitality. Unemployment rates are steadily dropping. Building permits are on the rise. Our population is growing. And while our region has a long way to go to regain the ground that was lost during the Great Recession, local and state economists believe our community has rounded a corner and is on the path to recovery.

I'd like to acknowledge the contributions of the City Council members who left office in November 2012, and who collectively served Reno for over 50 years. Thank you for your service to our community, especially during challenging times.



I'd like to welcome our new and current council members. We look forward to the innovative ideas, talent, and energy that our council brings to the City of Reno. Their diverse experience in planning, business development, and neighborhood initiatives has already provided our community with a fresh perspective on our vision, mission, and strategic goals.

Reno remains focused on improving the core services we all rely on as we continue to exercise fiscal prudence. In order to base our financial decision-making on the best information possible, we've started a new "fiscal roundtable". This group is comprised of stakeholders from the public and private sectors who are meeting quarterly to share data, trends, and coordinate forecasting.

During the past fiscal year, we continued our commitment to transparency and improved services for our citizens.

- We streamlined our permitting and business license processes.
- We increased online options for paying bills and tickets.
- We began placing our brochures and program guides online, making them easy to access 24/7 and saving on printing and mailing costs.
- We've launched multiple new public engagement opportunities, including an online idea forum that lets citizens share their ideas with each other and us.
- We instituted a quarterly e-newsletter, which provide citizens updates on news and information.
- And most importantly, we kicked off Think Reno – a top-to-bottom culture change that encourages strategic thinking citywide.

These are some of the accomplishments worth mentioning. Let's see what our Council Members recall.

(Play Accomplishments Video)

As you can see, we've accomplished a lot, but there's still a lot to do. Our new normal is going to be a smaller and more efficient Reno government. The City of Reno's new budget is approximately \$35 million dollars less than five years ago. We are holding the line on expenditures, spending less than we did in 2006. This includes a freeze on hiring new employees and the purchase of new vehicles. **It's important for citizens to recognize that there are no tax increases included in this budget.** While property tax revenues are projected to be essentially flat, we are hopeful that increased consumer spending will result in more tax revenues in the coming year.

As we face this new normal, there are a number of challenges we will need to address. One of the challenges we face as revenues slowly recover is permanently "right sizing" our staffing levels, services, and programs. We have one of the lowest number of local government employees per capita nationwide at only 4.8 per every 1,000 residents.

We also need to prepare for future expenses. Reserve levels remain at a minimum and unfunded liabilities remain a risk to future City budgets. Controlling the costs of retiree health care, increasing our ending fund balance and funding capital maintenance are fiscal priorities to ensure future financial stability.

As we move into this new fiscal year, innovation and collaboration are the focus. We are positioning the City for long-term sustainability. We are determined to improve communication, provide safe and livable neighborhoods, and support new

economic development initiatives that are underway at the local, regional, and state levels. Throughout this process, we look forward to collaborating with our citizens and community partners to ensure that Reno is working together to be the best City in the World.

Let me say it again because it is so important ... *Reno is working together to be the best City in the World.*

This coming year and beyond, we are changing the way we do business. As I mentioned before, we call this effort Think Reno. Think Reno is a process to develop and implement a strategic culture and it starts with a plan.

In February, the City Council and the Senior Management Team held a retreat and strategic planning session to evaluate the City's vision, mission, and establish priorities for the next fiscal year and beyond. After an all-day roundtable discussion, and with input from various community leaders, there was consensus on the following points.

#### Our Vision:

“The Biggest Little City in the World offers exceptional quality of life, culture and a vibrant, diverse economy.”

#### Our Mission:

... to efficiently provide the highest level of service responsive to our community and to enhance the quality of life and economic vitality.”

#### Then we established four strategic priorities:

- Provide safe and livable neighborhoods
- Provide efficient and responsive City services
- Promote a sustainable and vibrant economy



- Enhance communication and community engagement

Now, let's take a second to hear how our City Council members translate the Think Reno vision and priorities in their own words.

(Play ThinkReno Video)

As you can see, we're committed to making this City a better place. Your ideas, comments, and feedback are always welcomed. We have several ways you can engage with us.

- Share your ideas with us and each other at ThinkReno.org
- Text the words RENOCONNECT, to 22828 to sign up for important news and information
- Call us at 334-INFO (Reno Direct)
- Email us at [renodirect@reno.gov](mailto:renodirect@reno.gov)
- Find us on Facebook, Twitter, Pinterest or Youtube.
- Or visit us, in person, here at City Hall, 1 East First Street.
- And you can also find us 24/7, at Reno.gov

We've got to work together. Let's start now.

I personally challenge everyone here, and all of you watching today to post an idea or something you've done to make Reno a better place. Share it at ThinkReno.org or post it to Twitter or Facebook and make sure you hashtag it with ThinkReno.

This is the time to work together and listen to one another.

A recent example of collaboration is the “biggestlittlecity” group. They created a local pride movement asking us to submit our personal Big/Little stories describing why we choose to call Reno our home. This effort, BiggestLittleCity.org, will positively



influence the perception of our community as a wonderful place to invest, grow a business and raise a family. You can help too. Share your story and help us spread the word.

If you'd like more detailed information about the past fiscal year and the anticipated year ahead, pick up a copy of our Annual Report (fresh off the press today) or log on to [Reno.gov/AnnualReport](http://Reno.gov/AnnualReport) to see the online version.

In closing, we're working, we're listening, and we're engaging.

Thank you for being here to today. We'll close with final thoughts from our City Council on the importance of collaboration and pride for our biggest little city.

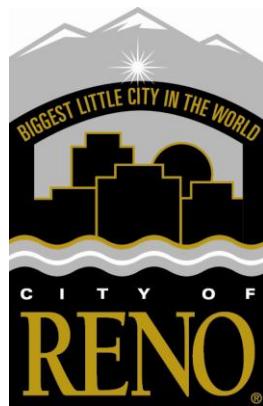
(Play Big/Little Video)

*Mayor:*

Call for public comment

Thank everyone for coming

Call for adjournment



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